

Statistics

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survey - used to collect opinions and information

validity - the extent to which a study is accurately measuring what it is supposed to measure.
For example, a survey designed to explore depression but actually measures anxiety would not be valid.

reliability - the extent a study would consistently produce the same result

influencing factors affect how data are collected or how responses are obtained. They include:

Bias - does the question show preference for a specific product or ... ?
- is the sample random?

Use of language - can people understand what is being asked? Are terms well defined?
Are selective qualifiers being used to get specific results?

Ethics - Does the question refer to inappropriate behaviour? Implying right or wrong?

Cost - Does the cost of the study outweigh the benefits?

Time - Does time of data collection influence the results? (sunscreen in winter, snow tires in summer)

Timing - Are there any recent natural disasters, events, etc that would affect the results?

Privacy - are results confidential? do people have the right to refuse to answer?

Cultural Sensitivity - might the question offend people from different groups?